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Hook a job with on-line résumé

DIGITAL SURVIVOR

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Should you learn how to build your own Web site in order to create an on-line résumé?

It's an intriguing question as on-line job posting has become a vital part of the career scene. Many companies are bypassing the traditional recruitment process altogether, posting jobs directly on their Web sites.

In addition, human resources professionals — the people responsible for recruiting — are increasingly turning to the Internet when looking for a candidate.

That's why having your own Web site, containing details of your career experience, skills, background, references and other information, may be an innovative way of increasing your job-hunting chances. It could be a hook that gets you a bit of extra attention.

If you set out to do this, the first thing you should do is register your personal name as your domain name. Go to the Internet (**rs.internic.net/alpha.html**) to find a list of companies that are authorized to register domain names.

It's a long list, but you're safe doing business with any of these organizations. Having said that, there is a benefit in signing up with one that support the OpenSRS initiative, as you can save quite a bit of money working through them. For example, check out Domain Direct, an affiliate of Tucows (**www.domaindirect.com**).

Next, you'll have to find somewhere that can host your Web site.

Then take the time to learn how to create and build a site, if you do not already know how. Over time, you'll want to be in a situation where you can quickly make changes to your on-line résumé to reflect some recent activity or news. This means learning how to use a Web editor of some sort.

If you can't build it on your own, hire someone or find a friend who can do it for you. Make sure it looks good — your on-line résumé is as important as the paper one, so it has to convey a professional image.

Consider adding a downloadable version to your site using the popular Adobe Acrobat format (**www.adobe.com**). This lets people reproduce an exact replica using their own printer.

Finally, you may consider spicing up your résumé with on-line video — you as talking head, chatting about why you would be the ideal person to fill a position.

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